

I CLAIM:

1. A cooperative promotional advertising material set, comprising:

a plurality of removable tabs connected with a connector, wherein selected ones of the plurality of removable tabs include a coupon printed thereon for discounted prices

5 on one or more products, and wherein each of the plurality of removable tabs include outcome-determining indicia printed thereon and a break-open window with a break-open structure with open and closed positions selectively concealing and revealing the outcome-determining indicia;

a plurality of the removable tabs having losing indicia printed thereon;

10 a plurality of the removable tabs having winning indicia associated with respective awards printed thereon;

proof-of-purchase information printed on the plurality of removable tabs providing additional discounts on the one the or more products or other products; and

a point-of-purchase promotional display with said indicia and the awards
15 associated therewith printed thereon.

2. The cooperative promotional advertising material set of Claim 1 wherein the break-open window is formed by folding one end of a removable tab over at least twice to create a compound fold and attaching a break-open structure over a top and a bottom
20 of the compound fold, thereby completely encircling the compound fold and attaching it to the removable tab.

3. The cooperative promotional advertising material set of Claim 1 wherein the break-open window is formed by folding one end of a removable tab over at least twice
5 to create a compound fold and attaching a break-open structure to a bottom of compound fold, wherein the break-open structure attaches the compound fold directly to the removable tab.

4. The cooperative promotional advertising material set of Claim 1 wherein the
10 break-open structure includes a paper strip.

5. The cooperative promotional advertising material set of Claim 1 wherein the break-open structure includes a paper strip with a color different than a removable tab it is attached to.

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6. The cooperative promotional advertising material set of Claim 1 wherein the plurality of removable tabs include at least three removable tabs connected with a staple.

20 7. The cooperative promotional advertising material set of Claim 1 wherein each of the indicia comprises a plurality of individual symbols comprising a respective symbol combination indicating a winning or a losing combination.

8. The cooperative promotional advertising material set of Claim 1, wherein each coupon printed on a removable tab includes:

a front face with the advertising printed thereon on an advertising end and the indicia printed thereon on an indicia end;

5 a back face with the awards associated therewith advertising printed thereon; and

a break-open window formed on the front face by folding the indicia end of the coupon over at least twice to create a compound fold and attaching a break-open structure over a top and a bottom of the compound fold, thereby completely encircling the compound fold and attaching it to the removable tab,

10 wherein the compound fold does not obstruct the advertising printed on the advertising end of the front face or the awards associated with the advertising printed on the back face.

9. The cooperative promotional advertising material set of Claim 1, wherein each coupon printed on a removable tab includes:

a front face with the advertising printed thereon on an advertising end and the indicia printed thereon on an indicia end;

5 a back face with additional advertising printed thereon; and

a break-open window formed on the front face by folding the indicia end of the coupon over at least twice to create a compound fold and attaching a break-open structure over a top and a bottom of the compound fold, thereby completely encircling the compound fold and attaching it to the removable tab,

10 wherein the compound fold does not obstruct the advertising printed on the advertising end of the front face or the additional advertising printed on the back face.

10. The cooperative promotional advertising material set of Claim 1, wherein each coupon printed on a removable tab includes:

a front face with the advertising printed thereon on an advertising end and the indicia printed thereon on an indicia end;

5 a back face with contest information printed thereon; and

a break-open window formed on the front face by folding the indicia end of the coupon over at least twice to create a compound fold and attaching a break-open structure over a top and a bottom of the compound fold, thereby completely encircling the compound fold and attaching it to the removable tab,

10 wherein the compound fold does not obstruct the advertising printed on the advertising end of the front face or the contest information printed on the back face.

11. The cooperative promotional advertising material set of Claim 1 wherein each coupon and the promotional display have a corresponding serial number printed thereon.

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12. The cooperative promotional advertising material set of Claim 1 wherein the indicia comprise a plurality of symbols including, numbers, letters, graphical symbols or combinations thereof.

13. The cooperative promotional advertising material set of Claim 1 wherein the indicia comprising a plurality of combinations of symbols indicating winning and losing combinations.

- 5 14. An electronic cooperative promotional advertising material set, comprising:
a plurality of graphical removable tabs connected with a graphical connector,
wherein selected ones of the plurality of graphical removable tabs include a graphical
coupon printed thereon for discounted prices on one or more products, and wherein each
of the plurality of graphical removable tabs include outcome-determining indicia printed
10 thereon and a graphical break-open window with a graphical break-open structure with
open and closed positions selectively concealing and revealing the outcome-determining
indicia, wherein the graphical break-open structure is broken open upon selection by a
selection input;
a plurality of the graphical removable tabs having losing indicia printed thereon;
15 a plurality of the graphical removable tabs having winning indicia associated with
respective awards printed thereon;
proof-of-purchase information printed on the plurality of graphical removable
tabs providing additional discounts on the one the or more products or other products;
and
20 a graphical point-of-purchase promotional display with said indicia and the
awards associated therewith printed thereon.

15. The electronic cooperative promotional advertising material set of Claim 14 wherein the selection input includes a selection input generated by a physical or graphical button, mouse, trackball, keyboard or a touch screen.

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16. A cooperative promotional advertising material set, comprising:
a plurality of removable tabs, wherein each of the plurality of removable tabs include a coupon printed thereon for discounted prices on one or more products,
wherein each of the plurality of removable tabs include outcome-determining
10 indicia printed thereon and a break-open window with a break-open structure with open and closed positions selectively concealing and revealing the outcome-determining indicia, and
wherein each of the plurality of removable tabs include a list of respective awards printed thereon;
15 a plurality of the removable tabs having losing indicia printed thereon;
a plurality of the removable tabs having winning indicia associated with the respective awards having printed thereon;
proof-of-purchase information printed on the plurality of removable tabs; and
a promotional display with the winning indicia and the awards associated
20 therewith printed thereon.

17. The cooperative promotional advertising material set of Claim 16 wherein the break-open window is formed by folding one end of a removable tab over at least twice to create a compound fold and attaching a break-open structure over a top and a bottom of the compound fold, thereby completely encircling the compound fold and attaching it
5 to the removable tab.

18. The cooperative promotional advertising material set of Claim 16, wherein each coupon printed on a removable tab includes:

- a front face with the advertising printed thereon on an advertising end and the
10 indicia and printed thereon on an indicia end;
- a back face with the list of respective awards printed thereon; and
- a break-open window formed on the front face by folding the indicia end of the coupon over at least twice to create a compound fold and attached a break-open structure over a top and a bottom of the compound fold, thereby completely encircling the
15 compound fold and attaching it to the removable tab,

wherein the compound fold does not obstruct the advertising printed on the advertising end of the front face or the list of respective awards printed on the back face.

19. A co-promotional advertising method, comprising:
- initiating an advertising campaign from an advertiser with a first promoter;
- selecting one or more products of the advertiser for promotion by the first promoter;
- 5 selecting a retail sales entity as a second promoter;
- creating a plurality of coupons with an advertising campaign information printed thereon, wherein the plurality of coupons are printed on plurality of removable tabs connected with a connector, wherein the plurality of coupons include discounted prices for the one or more products, and wherein each of the plurality of removable tabs include
- 10 outcome-determining indicia printed thereon and a break-open window with a break-open structure with open and closed positions selectively concealing and revealing the outcome-determining indicia;
- distributing a set of the plurality of coupons to the second promoter, wherein the plurality of coupons are distributed as sets of a pre-determined number of the removable
- 15 tabs connected with the connector; and
- making the coupons available for sale to retail customers via the second promoter.

20. The co-promotional advertising method of Claim 19, wherein each coupon printed on a removable tab includes:

5 a font face with the advertising campaign information printed thereon on an advertising end and the indicia printed thereon on an indicia end;

 a back face with the awards associated therewith advertising campaign printed thereon; and

 a break-open window formed on the front face by folding the indicia end of the
10 coupon over at least twice to create a compound fold and attaching a break-open structure over a top and a bottom of the compound fold, thereby completely encircling the compound fold and attaching it to the removable tab,

 wherein the compound fold does not obstruct the advertising campaign
information printed on the advertising end of the front face or the awards associated with
15 the advertising campaign printed on the back face.

21. The co-promotional advertising method of Claim 19 wherein the break-open window is formed by folding one end of a removable tab over at least once to create a simple fold and attaching a break-open structure over a top and a bottom of the simple
20 fold, thereby completely encircling the simple fold and attaching it to the removable tab.

22. The co-promotional advertising method of Claim 19 further comprising:
accepting coupons bearing winning indicia from retail customers via the second
promoter; and

5 distributing awards to the retail customers via the second promoter.

23. The co-promotional advertising method of Claim 19 further comprising:
accepting coupons bearing losing indicia from retail customers via the second
promoter for the purchase of one or more products of the first promoter at a discounted
10 price; and

returning the accepted coupons back to the first promoter.

24. An electronic co-promotional advertising method, comprising:

initiating an electronic advertising campaign from an advertiser with a first promoter;

selecting one or more products of the advertiser for electronic promotion with the

5 first promoter;

selecting a retail sales entity as a second promoter;

creating a plurality of graphical coupons on a host computer via the first promoter with advertising campaign information electronically printed thereon, wherein the plurality of graphical coupons are printed on plurality of graphical removable tabs,

10 wherein the plurality of graphical coupons include discounted prices for the one or more products, and wherein each of the plurality of graphical removable tabs include outcome-determining indicia printed thereon and a graphical break-open window with a graphical break-open structure with open and closed positions selectively concealing and revealing the outcome-determining indicia, wherein the graphical break-open structure is

15 graphically broken-open upon selection by a selection input;

distributing a set of the plurality of graphical coupons to the second promoter from the host computer via a communications network, wherein the plurality of graphical coupons are distributed as sets of a pre-determined number of the graphical removable tabs; and

20 making the graphical coupons available for sale to retail customers via the second promoter via a display device.

25. The electronic co-promotional advertising method of Claim 24 further comprising:

accepting graphical coupons bearing winning indicia from retail customers via the second promoter; and

5 distributing awards electronically to the retail customers via the second promoter.

26. The electronic co-promotional advertising method of Claim 24 further comprising:

accepting graphical coupons bearing losing indicia from retail customers via the

10 second promoter for the purchase of one or more products of the first promoter at a discounted price; and

returning electronically the accepted graphical coupons back to the first promoter.

27. The electronic co-promotional advertising method of Claim 24 further

15 comprising:

accepting printed coupons bearing winning indicia from retail customers via the second promoter, wherein the printed coupons are printed via a printer attached to the communications network;

distributing awards to the retail customers via the second promoter; and

20 returning the accepted printed coupons back to the first promoter.

28. The electronic co-promotional advertising method of Claim 24 further comprising:

accepting printed coupons bearing losing indicia from retail customers via the second promoter for the purchase of one or more products of the first promoter at a discounted price, wherein the printed coupons are printed via a printer attached to the communications network; and
returning the accepted printed coupons back to the first promoter.

29. The electronic co-promotional advertising method of Claim 24 further comprising a computer readable medium having stored therein instructions for causing a processor to execute the steps of the method.

30. The electronic co-promotional advertising method of Claim 24 wherein the selection input includes a selection input generated by a physical or graphical button, a mouse, trackball, keyboard or a touch screen.